

Kirstin Dorsch

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PROFESSIONAL SUMMARY

- Self-starter with highly developed communication skills and expertise in client relations and project management.
- Results-oriented leader with experience managing and coordinating teams across the globe with a variety of talents and backgrounds.
- Proactive, creative thinker with strength in pitching original concepts to a diverse client base resulting in acquisition of new business and additional work from existing clients.
- Fast learner with a diverse skill set and team leadership experience that enables complete project management, from business procurement to concept development, execution and delivery.
- Talented writer with vast experience in a multitude of formats, including proposals, RFP responses, scripts, articles, web copy and press releases.

PROFESSIONAL EXPERIENCE

Guy Bauer Productions, Chicago, IL

03/14- Present

Senior Producer

- Managed video production for over 50 customers representing multiple industries, including healthcare, technology, financial services, education, professional services, media, hospitality and nonprofit.
- Grew the business from 5 employees and \$900k in annual revenue to 21 employees and a projected \$3.5M in just two years.
- Directed a full team of producers, directors, editors, animators, graphic designers and color and sound specialists for multiple projects.
- Produced over 300 live action and animated B2B and B2C communications from inception to delivery, for budgets ranging from \$5k–150k.
- Concurrently oversaw the successful implementation of dozens of projects on time and within budget.
- Secured new business, fielded inquiries and developed strategic creative briefs that fit the client's needs.
- Developed a global network of consistent freelancers in cinematography, animation, graphic design and editing.

US Building Digest/Building News Network, Chicago, IL

11/10-03/14

Contract Executive Editor and Producer

- Launched the building and construction industry's first online video magazine.
- Produced and executive produced over 500 news and feature videos in two years.
- Expanded programming to include documentary, comedy and live panel series.
- Grew brand awareness by educating a traditionally low-tech industry.
- Expanded organic traffic to more than 3 million views per month.
- Managed a national team of 10 videographers, producers and writers.

Luminair Media and Communications, Chicago, IL

3/09-06/13

Freelance Producer, Production Manager and Director of Marketing

- Drove business development efforts, managed production of project proposals, RFP responses and led custom concept creation for a diverse base of clients.
- Created, budgeted and pitched new ideas for custom corporate work.
- Acted as project manager and team leader for a variety of developments, including corporate video work, television programs and multimedia platforms.
- Actively sought out and fostered professional partnerships with complimentary firms for web development, content and technology.

- Produced a library of 30 videos for corporate licensing with partner Second City Communications. Assisted in sales and marketing efforts of finished product to Fortune 500 companies.
- Launched, developed and marketed sister company VideYou, focused on online video production and corporate communications.

Solantic Walk-in Urgent Care, Jacksonville, FL

06/07–08/08

Marketing Manager

- Controlled all corporate marketing and communication functions at the fastest growing urgent care company in Florida.
- Managed creative work and media buys for a \$350,000 marketing budget including design and copywriting for advertisements in local and national media.
- Increased brand awareness by 60% statewide and redirected marketing focus to national level.
- Worked with financial department to create an organization system and template for the annual budget and marketing expenses, resulting in recovery of \$50,000 of missing spending.
- Developed brochures, mailings, trade show displays and other promotional material that resulted in physician base growth of +50 percent within six months.
- Secured a customer base for four new clinics through grassroots marketing, local advertisements and events that resulted in average revenue of \$20,000 per clinic for the first month of operation.

Jacksonville Business Journal, Jacksonville, FL

07/05-06/07

Staff Writer

- Reported on issues pertinent to government, economic development, transportation and education beats.
- Produced hundreds of articles that raised awareness on issues involving governing bodies in Florida.
- Received multiple awards, including second place for in-depth investigative reporting from the Florida Press Association and the Excellence in Media Award from the First Coast Chapter of the American Planning Association for articles written on government planning initiatives.

BusinessWeek, Atlanta, GA

01/05–05/05

Editorial Assistant

- Researched and reported on national business topics.
- Co-bylined cover stories on a national business trends.
- Researched and pitched story ideas at bureau and national level that were published in national magazine.

Atlanta Business Chronicle, Atlanta, GA

09/04-12/04

Editorial Intern

- Reported on various topics related to business in Atlanta area.

St. Augustine Record, St. Augustine, FL

05/04-08/04

Editorial Intern

- Researched, interviewed and reported on local news issues.

EDUCATION

Emory University, Atlanta, GA, Bachelor of Arts

- Double major in Journalism and Economics

National University of Ireland, Galway, Ireland, Semester Study

TECHNICAL SKILLS

Macintosh and PC experienced. Proficiency in Microsoft Word, PowerPoint, Excel, Wordpress, Joomla, Showbiz Budgeting, Adobe Premiere Pro, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Outlook,

News Writer, Safari, Internet Explorer, Firefox, Text Edit and Word Perfect. Basic competency in Final Cut Pro and iMovie.

MEMBERSHIPS AND AFFILIATIONS

Auxiliary Board Member: Center for Independent Futures, Evanston, IL

- Four-year chair of the organization's largest fundraiser and gala, which raises more than \$70,000 annually for services, benefits and development.

Advisory Board Member: Best Buddies International, Jacksonville, FL

- Chair and founder of "Business Buddies," a fundraising and networking branch of the organization for young professionals.

Alpha Delta Pi Sorority: Emory University, Atlanta, GA

- Academic achievement chair

Co-Director/Group Leader/Buddy: Camp Promise and Camp Care, St. Augustine, FL

- Performed various roles for week-long sleepover camps for adults and children with a variety of handicaps and severity. All roles included providing around the clock medical, physical and emotional care.